

REQUEST FOR PROPOSALS (RFP)

First 5 California/Children and Families Commission Community-Based Organization Grant Program

Statewide RFP

RFP Issued on February 25, 2003



**REQUEST FOR PROPOSAL
RFP #11A - Statewide**

**Community-Based Organization Outreach
For
First 5 California/Children and Families Commission Public Education Program**

I. INTRODUCTION

About the First 5 California/Children and Families Commission and Proposition 10

The First 5 California/Children and Families Commission (First 5 California) was established after voters passed Proposition 10 in November 1998, adding a 50 cent-per-pack tax on cigarettes to fund education, health, child care and other programs for expectant parents and children up to age 5. Prop. 10 was designed to address the lack of public funding and support for early childhood development in light of a growing body of scientific evidence indicating that the emotional, physical, social and intellectual environment to which children are exposed has a profound impact on their ability to reach their greatest potential in school and in life. The goal of First 5 California is to provide California's children (prenatal to 5) from diverse backgrounds and abilities with accessible, family-friendly, culturally competent, quality early childhood services and programs designed to help them achieve school readiness. First 5 California has defined school readiness as:

- Young children entering kindergarten healthy, learning and ready to reach their greatest potential in school and life.
- Schools are prepared to help children reach their greatest potential and to improve the ability of parents and early childhood education programs to successfully transition children into kindergarten.
- Families have the services, tools and resources they need to help prepare their children to reach their greatest potential in school.

Prop. 10 devotes significant new resources to the care and support of young children and their families during these important early years. First 5 California is working with other state agencies and local partners to support statewide initiatives to build school readiness by expanding valuable existing programs, creating new ones to fill gaps and targeting those families and communities who have not traditionally had access to basic resources and need the most help. First 5 California has already funded programs, services, training and research in several key areas, including public and parent education, special needs and disabilities, child care, health, early literacy and safety. To learn more about First 5 California, please visit www.ccfc.ca.gov.

First 5 California Structure

Prop. 10's work is carried out by First 5 California (State Commission) in partnership with First 5/Children and Families County Commissions in each of the state's 58 counties. County Commissions develop strategic plans to fund local child development programs and services, while taking into consideration local needs.

First 5 California Public Education Program

First 5 California's Public Education Program is an integrated, three-tiered effort conducted in conjunction with Prop. 10's 58 County Commissions to raise general awareness and educate new and

expectant parents and caregivers of children prenatal to age 5 about how they can make the most of a child's early years. The Public Education Program seeks to achieve these objectives:

- Communicate the importance of the early years and school readiness.
- Decrease the use of tobacco products, drugs and alcohol during pregnancy and around babies and children.
- Empower parents and caregivers of children 0 – 5 to take action to encourage proper childhood development and educate them about ways to incorporate these actions into their daily lives.
- Connect audiences to local family resources.

The three-tiered effort comprising First 5 California Public Education Program to help achieve these objectives includes:

- **Advertising** - a statewide, multicultural and multilingual advertising campaign implemented at the local level in TV, radio, print and outdoor mediums.
- **Media Outreach** - outreach to press who reach diverse audiences and geographic areas to generate awareness of First 5 California programs and issues on television, radio, newspapers, magazines and other print outlets.
- **Community-Based Organization Grant Program** - outreach to target audiences through grassroots interpersonal communication with those not reached by the mass media campaigns to deliver First 5 California messages, materials and connections to local resources.

About the First 5 California Community-Based Organization Grant Program

First 5 California Community-Based Organization (CBO) Grant Program will target new and expectant parents and caregivers from diverse backgrounds and diverse abilities who are not reached through the advertising or media outreach components of the First 5 California Public Education Program. The CBO Program has been developed to ensure that these audiences have access to the information and services they need to endow children with the tools to succeed in school and later in life. The effort provides CBOs an opportunity to apply for funds to conduct their own grassroots communication programs. The ultimate goal is to provide traditionally underserved new and expectant parents and caregivers a mechanism to receive culturally and linguistically relevant information on early childhood development, as well as access to critical services by engaging respected community members they know and trust to deliver messages. **This program focuses on message and information delivery, not service delivery.**

The CBO Grant Program will educate parents and caregivers on how simple, everyday activities such as reading, talking and playing with children can make an important and positive difference in their development. In addition, the program will provide them with actionable information and link them to local resources. A total of \$11.4 million in CBO grants has already been allocated statewide for this program. It was implemented through 10 regional consortia of Prop. 10 County Commissions, organized geographically in the state. An additional \$600,000 in CBO grants is available through this RFP to serve specific communities statewide.

To administrate the campaign, a consortium of public relations firms (Rogers & Associates, BaumanCurry & Co., and IW Group, Inc. comprising the First 5 California Public Education Team has been retained. Funding decisions/grant awards will be made by a panel (see Section IX). This effort will allow First 5 California to convey messages in a culturally and linguistically responsive manner and emphasize personal communication in underserved communities. Individual CBO grants of a **minimum of \$10,000 and a maximum of \$100,000** over a 9-month period will be awarded to successful bidders.

Overview

This RFP is designed to round out First 5 California's CBO Program outreach. After completing a detailed analysis of CBO funding allocated in each of the 10 regions, the State Commission has identified areas that require higher levels of outreach than allocated through the first round of funding. The RFP contains a statewide scope, for outreach to new and expectant parents and caregivers for the following purposes in the following regions:

Statewide – Organizations that work directly with parents and caregivers of children ages 0-5 with disabilities and other special needs

Statewide – Native American organizations that work directly with Native American parents and caregivers of children ages 0-5 through organizations such as Inter-Tribal Councils

Greater Los Angeles – Organizations that work directly with newly arrived Latino immigrant parents and caregivers of children ages 0-5 in the areas of Pico Union, Central, South Central and Downtown Los Angeles, as well as Santa Ana in Orange County

Bay Area – Organizations that work directly with Latino migrant worker parents and caregivers of children ages 0-5 in Lake, Mendocino, Napa, Solano and Sonoma counties

To support the outreach and programmatic work of First 5 California, the State Commission has allocated \$600,000 within a 9-month timeframe to fund grassroots outreach to audiences not reached by First 5 California's media efforts, focusing on issues that support the message of Healthy Children Ready to Succeed.

CBOs with community outreach experience that reach any of the target audiences listed below are encouraged to submit proposals. **Consortiums and coalitions are strongly encouraged to apply for funding.**

II. TARGET AUDIENCES

Recognizing significant gaps and disparities in the provision of services for children and their families and as observed in educational, health and other outcomes, the State Commission adopted a resolution in November 1999 demonstrating its commitment and leadership toward taking proactive steps to ensure that California children and their families from diverse populations, including children with disabilities and other special needs, are an integral part of the planning and implementation of Prop. 10. For Prop. 10, diversity is defined to be inclusive of children prenatal to 5 years of age, regardless of immigration status, who are from a diversity of ethnic, linguistic, cultural, socioeconomic, religious, geographical and/or other historically or currently underserved communities or who have disabilities or special needs. As such, the audiences listed below have been deemed appropriate as target audiences for First 5 California CBO Grant Program.

Again, first priority target audiences are those not reached through the current First 5 California mass media effort.

CBOs should identify one or more of the following parent and caregiver* audiences of children up to age 5:

Statewide – Organizations that work directly with parents and caregivers of children ages 0-5 with disabilities and other special needs

Statewide – Native American organizations that work directly with Native American parents and caregivers of children ages 0-5 through organizations such as Inter-Tribal Councils

Greater Los Angeles – Organizations that work directly with newly arrived Latino immigrant parents and caregivers of children ages 0-5 in the areas of Pico Union, Central, South Central and Downtown Los Angeles, as well as Santa Ana in Orange County

Bay Area – Organizations that work directly with Latino migrant worker parents and caregivers of children ages 0-5 in Lake, Mendocino, Napa, Solano and Sonoma counties

***Caregivers are defined as follows:**

- Child Care Providers (Individuals without access to professional training and other resources.)
- Baby Sitters
- Foster Parents
- Friends/Neighbors
- Aunts/Uncles
- Grandparents
- Older Siblings
- Other Family Members

III. SCOPE OF WORK

A. First 5 California Public Education Program Support

The First 5 California Public Education Team will provide awarded CBOs with the following support:

1. First 5 California Public Education Messages: The role of the CBOs will be to deliver specified messages to target audiences in the most effective and relevant manner. The First 5 California Public Education Team will create all public education messages, which have been tested for cultural and linguistic appropriateness among target audiences.
2. Outreach Materials: The First 5 California Public Education Team will provide a selection of printed materials for target audiences. These materials will be linguistically appropriate, culturally relevant and written at appropriate literacy levels and will be made available to all awarded CBOs. To ensure message consistency and validity, CBOs are prohibited from developing additional printed materials without written consent from the First 5 California Public Education Team. Only those materials approved by the First 5 California Public Education Team may be distributed at activities funded by this program. CBOs needing to disseminate information in languages or mediums other than those in which materials are available may adapt/recreate existing materials with the approval of the First 5 California Public Education Team. CBOs will also be provided with access to a tabletop display with First 5 California messages for use at outreach events.

3. Training: The First 5 California Public Education Team will provide content and subject matter training to CBOs to help them deliver approved messages to their constituents. Up to three staff members from each awarded CBO will be required to attend two or three one-day training sessions during the grant period. Training sessions will be conducted regionally and local travel may be required for some CBOs. **Travel expenses for the training must be incorporated into the bidder's program budget.**
4. CBO Program Administrator: A contact person from the First 5 California Public Education Team will be designated for each awarded CBO to answer questions and provide direction and technical assistance throughout the grant period.

B. First 5 California Public Education Messages

Following are preliminary messages. These messages are included to give bidders an idea of what the First 5 California Public Education messages will be. These messages may be revised prior to the awarding of grant agreements and may be updated during the grant period. Additional information and materials will be available to awarded CBOs to further explain these concepts to target audiences. Successful bidders must coordinate with the First 5 California Public Education Team to utilize the following approved messages:

- Understand the importance of brain development in the early years
- Read, talk and play with your children
- Don't smoke during pregnancy or around babies and children
- Don't use alcohol or drugs during pregnancy

C. CBO Outreach Activities

Successful bidders will demonstrate their ability to effectively implement culturally and linguistically appropriate outreach approaches that facilitate interpersonal communication of First 5 California messages and engage, inform and educate the target audience; special one-time events or projects will be considered for funding. Bidders are encouraged to submit proposals that showcase their ability to implement outreach methods that are creative, effective, culturally responsive, linguistically appropriate and proven to resonate with the stated target audience.

Program activities could include but are **not** limited to:

- Group meetings
- Community events or gatherings such as cultural festivals or health fairs
- Door-to-door canvassing
- Faith-based outreach
- One-on-one interactions

All activities should be scheduled in accordance with needs of the stated target audience (e.g., conducted in appropriate language(s) during a time of day/week that allows optimal attendance, be accessible to those who require public transportation, etc.). Awarded CBOs must make appropriate accommodations for persons served by proposed outreach program. **Bidders are encouraged to use their creativity and experience in determining which activities will be most effective.**

CBOs responding to this RFP should be adept at linking target audiences to services and resources as appropriate and available; the First 5 California Public Education Team will provide content and subject matter training, as appropriate, to help extend the linking of audiences to services beyond a CBO's current area of expertise. CBOs should also clearly state why proposed outreach methods are the most effective in reaching a target community.

Because a significant budget has already been allocated for advertising and media outreach, media outreach is allowed only in coordination with the First 5 California Public Education Team and should not be the focus of the bidder's proposal. Similarly, advertising may be used solely to support a bidder's program activities (i.e., to promote event attendance), and should not be the main focus of CBO outreach to audiences. Please note that this does not prohibit non-profit community-based media outlets from submitting proposals. However, proposals must demonstrate an emphasis on personal interaction with the stated target audience.

The following activities/expenditures are samples of programs that are **ineligible** for funding:

- Capital expenditures such as:
 - Building renovation or construction
 - Playground renovation or construction
 - Cameras
 - Copiers
 - Office furniture
 - Vehicles
- Direct service programs such as:
 - Weekly/monthly home visitation programs performed by nurse practitioners, social workers or other professionally trained personnel
 - Child care
 - Dental services such as screenings, x-rays or comprehensive exams
 - Mental health services

D. Required Activity - Reporting to the First 5 California Public Education Team

Awarded CBOs will be required to provide the First 5 California Public Education Team with one four-month status and budget reports as well as a final report which should include the following backup documentation:

- Sign-in sheets
- Event participation forms
- Photographs
- Other types of backup documents requested by the First 5 California Public Education Team
- Activity evaluation reports

The First 5 California Public Education Team will provide guidelines for these reports and documents. CBOs awarded for one-time events will only need to provide one report.

IV. GRANT AGREEMENT DURATION

Successful bidders will be contracted through a grant agreement with Rogers & Associates, the CBO Program Administrator, which commences on or about May 2, 2003 and terminates no later than February 1, 2004. All work agreed upon in the grant agreements must be fulfilled within the time periods specified. Grants must also be spent within the grant period.

Rogers & Associates and the First 5 California Public Education Team will make all efforts to support and work with CBO grantees to ensure grant agreements are fulfilled. However, Rogers & Associates holds the right to terminate any grant agreement and outstanding award payments at any time if the scope of work outlined in the CBO grant agreement is not satisfactorily fulfilled or completed.

V. AWARD PAYMENTS

In most cases, awarded CBOs will receive three payments. The first payment will be awarded upon authorized signature of the individual grant agreement. The remaining funds are released during month 4 and the final month of the program and are contingent upon completion of satisfactory status reports. Issuance of the last payment is pursuant to completion of all deliverables, which will be outlined in each awarded grant agreement. A separate arrangement will be made for CBOs awarded for one-time events.

VI. GEOGRAPHIC REQUIREMENT

This particular RFP is for organizations headquartered or conducting outreach within the following counties:

Any location within the State of California – Organizations that work directly with parents and caregivers of children ages 0-5 with disabilities and other special needs

Any location within the State of California – Native American organizations that work directly with Native American parents and caregivers of children ages 0-5 through organizations such as Inter-Tribal Councils

Los Angeles and Orange Counties – Organizations that work directly with newly arrived Latino immigrant parents and caregivers of children ages 0-5 in the areas of Pico Union, Central, South Central and Downtown Los Angeles, as well as Santa Ana in Orange County

Lake, Mendocino, Napa, Solano and Sonoma Counties – Organizations that work directly with Latino migrant worker parents and caregivers of Latino children 0-5 in Lake, Mendocino, Napa, Solano and Sonoma Counties

VII. BIDDER QUALIFICATIONS

This request for proposals seeks responses from established, experienced non-profit organizations. Following is a list of bidder qualifications. Please see **Section X** for a complete list of required proposal materials.

1. Bidders must have a current non-profit status under the regulations of the U.S. Internal Revenue Service. See **Attachment A** for all IRS non-profit designations.
 - a. Bidders that do not have the IRS standing as listed above may collaborate with other organizations that do have current 501 tax-exempt numbers or equivalent non-profit status that

- would serve as the fiscal agent. See **Attachment A** for all IRS 501 non-profit designations. The RFP proposal must be filed under the name of the organization with valid non-profit status. Grant agreements will be awarded to the organization with valid non-profit status.
- b. Local chapters of statewide non-profit organizations applying for funding to work in a specific region, must provide necessary linkage documentation to establish qualifications. Such documentation may include a copy of official state charter or letter from state headquarters verifying linkage.
2. Bidders must have a permanent physical facility from which they are based, however, outreach does not have to be conducted on-site. Organizations that do not have a permanent physical facility must submit a statement as to why the proposed outreach programs do not warrant a permanent site.
 3. Bidders must have a part- or full-time paid staff member who will be responsible for managing the project; some form of in-kind support such as volunteers, office space, equipment, etc. must be reflected in the bidder's proposed budget.
 4. Bidders must currently be headquartered or service at least one of the counties in the region in which they apply for funds.
 5. Bidders must have been in existence one full year prior to the release of this RFP. Again, organizations without non-profit status can partner with a fiscal agent with an established non-profit designation.

VIII. SELECTION CRITERIA

Proposals will be rated on the following:

1. Organizational Capability
 - Experience in conducting community outreach activities that are culturally responsive and linguistically appropriate to the stated target audience.
 - Experience in working cooperatively with other community groups in outreach activities. Coalitions and consortiums are encouraged.
 - Existing infrastructure to start and sustain the program, such as managerial staff to begin implementation of proposed program.
2. Staffing
 - Program staff should possess the knowledge and skills and be reflective of the target audience they propose to serve.
3. Program Impact
 - Statement of why outreach and education about early childhood development is important to the organization and its respective community and how the program relates to the bidder's mission.
 - Reach of proposed activities in terms of both numbers of individuals and geographic coverage, intensity and design of the approach.
 - Outreach objectives (numbers of persons reached and activities conducted) should be achievable during the grant period.

4. Appropriateness of Program Design

- Extent to which proposed message delivery methods are culturally responsive, linguistically appropriate and effective in reaching the stated target audience.
- **Proposed project is focused on message delivery and not service delivery.**
- **Proposal reflects an understanding of the First 5 California program goals.**

5. Budget

- Extent to which bidder efficiently utilizes resources to complete the proposed activities.
- Organization must designate at least one part- or full-time worker to implement proposed outreach program.
- Some form of in-kind support such as volunteers, office space, equipment, etc. must be reflected in proposed budget.
- Indirect expenses should not exceed 15% of personnel costs excluding benefits.
- **Funds must be used to implement new or expand/add existing outreach programs; they may not be used to supplant existing federal, state, county, city or restricted grants.**

Note: The following expenses are not allowed:

- Advertising except to publicize events and activities associated with the bidder's program.
- Collateral materials such as brochures and premium items (which will be provided by First 5 California) unless bidder requires special materials to effectively reach its target audience. Only those materials approved by the First 5 California Public Education Team may be distributed at activities funded by this program. CBOs needing to disseminate information in languages or mediums other than those in which materials are available may adapt/recreate existing materials with the approval of the First 5 California Public Education Team. **Samples of collateral materials are accessible online at www.ccfc.ca.gov/parentinfo.htm.**
- Capital expenditures of any kind, including but not limited to the following:
 - Building renovation or construction
 - Playground renovation or construction
 - Cameras
 - Copiers
 - Office furniture
 - Vehicles
- Direct service programs such as:
 - Weekly/monthly home visitation programs performed by nurse practitioners, social workers or other professionally trained personnel
 - Child care
 - Dental services such as screenings, x-rays or comprehensive exams
 - Mental health services

IX. SELECTION PROCESS

1. Proposals will be screened by the First 5 California Public Education Team to determine if they comply with eligibility requirements and RFP specifications. Incomplete proposals may be eliminated before committee review.

2. A review panel comprised of representatives from the First 5 California will evaluate the proposals submitted in response to this RFP. The panel will also include people with expertise in community outreach from community groups. The review and selection panels will not include potential bidders/awardees or people affiliated with potential bidders/awardees responding to this RFP.
3. Selection of CBO grantees will be made by a selection panel comprised of a sub-group of the review panel with representatives from First 5 California and people with expertise in community outreach from community groups. The selection committee shall not include potential bidders/awardees or people affiliated with potential bidders/awardees responding to this RFP.
4. **The First 5 California Public Education Team will not make final selection of successful bidders.** There will be no contact between the parties until execution of a grant agreement.
5. Site visits or interviews by members of the regional selection committee may be required as part of the selection process.
6. All decisions will be final. There will be no appeal process.
7. This RFP is only an invitation to submit qualifications and proposals and does not commit First 5 California, the First 5/Children and Families County Commissions or the Public Education Team in any way to enter into an agreement. Prior to a final written grant agreement being fully executed by both Rogers & Associates on behalf of First 5 California and the applicant, First 5 California shall have the right, without liability or obligation to the applicant, to do what it deems necessary in the interest of the CBO Program, in ensuring the selection process and negotiations, including but not limited to any or all of the following:
 - Waive compliance with any of the terms of this RFP;
 - Correct any defect or error of this request or in any response, proposal, or procedure, as part of the RFP or any subsequent negotiation process;
 - Reject any and all proposals;
 - Reissue a Request for Proposals;
 - Modify or suspend any and all aspects of the selection procedure, modify the qualifications, or modify the process indicated in this solicitation;
 - Expand or contract the scope of the proposal; disqualify or differentiate against any applicant with respect to any term or conditions of negotiations.

X. WHAT TO SUBMIT/PROPOSAL CONTENT

Proposals must be typed, double or one and a half spaced on standard 8-1/2" X 11" paper. Fonts and type sizes should not be smaller than 12 point. Top and bottom margins should not be less than one inch. Please submit original plus six copies of the proposal.

1. **Proposal Cover Sheet** - The attached "Proposal Cover Sheet" (**Attachment A**) must be completed. This sheet can be recreated via computer, if necessary, using the same format and is available for downloading from **www.ccfc.ca.gov/rfp.htm**.

2. Scope of Work Form - The attached "Scope of Work" form (**Attachment B**) must be completed. This sheet can be recreated via computer, if necessary, using the same format and is available for downloading from www.ccfca.gov/rfp.htm. A maximum of eight (8) Scope of Work forms may be submitted.
3. Proposed Methods to Reach Target Audiences - Provide a narrative description that complements the "Scope of Work" form(s) describing your organization's unique approach to implementing First 5 California Public Education Program outreach activities and why proposed methods are effective in reaching proposed target community(ies). This response should not exceed one page.
4. Organization's Capability - Briefly describe what your organization does, including previous experience, area of subject matter expertise and effectiveness in conducting outreach and/or public education activities. List groups your organization traditionally serves or targets in terms of geography and profile special needs, ethnicity and socioeconomic status that identify your service community. Describe your organization's experience in conducting community outreach activities that reach the identified target audiences and provide a statement of why the First 5 California CBO Program objectives are important to your community and organization and how they relate to your mission. This response should not exceed one page.
5. Capacity/Current Infrastructure for Conducting Outreach - List resources that are at your organization's disposal for conducting community outreach activities. Describe how your current infrastructure will facilitate a fast startup of this program. This response should not exceed half a page.
6. Project Budget - Some form of in-kind support such as volunteers, office space, equipment, etc. must be reflected in proposed budget. **Funds must be used to implement new or expand existing outreach programs; they may not be used to supplant existing federal, state, county or city-funded programs. (More information on the First 5 California advisory opinion on supplantation is available at www.ccfca.gov/PDF/advisoryopinion123.pdf)** The attached itemized "Project Budget" form must be completed (**Attachment C**). This sheet can be recreated via computer, if necessary, using the same format and is available for downloading from www.ccfca.gov/rfp.htm.
7. Evidence of tax-exempt status (IRS document).
8. Most recent IRS Form 990 or most current year financial statement (preferably audited).
9. Letters of commitment from partner agencies, consortium or coalition members (if applicable).
10. Samples – Selected letters of support from other organizations, newspaper articles, flyers and other materials as examples of your community outreach experience.
11. List of your organization's Board of Directors and their affiliations.
12. Original plus six copies of proposal must be submitted.

Successful bidders must show proof of indemnification. Photocopy of certificate showing that the bidder has liability insurance with aggregate coverage of at least one million dollars (\$1,000,000) per incident, and that the bidder, if awarded a grant agreement, indemnifies the First 5 California Public Education Team, First 5 California/Children and Families Commission, the First 5/Children and Families County Commissions and all representatives of same from any legal action which may be brought as a result of the bidder's work on the project. **Bidders without liability insurance can itemize the cost of indemnification insurance in submitted budget (see Attachment C).** This document is available for downloading from www.ccfc.ca.gov/rfp.htm.

XI. QUESTIONS AND ANSWERS

A bidder's conference will NOT be held to answer any questions regarding this RFP. Bidders may submit questions in writing via e-mail, fax or mail to the address listed below. All questions submitted by March 10, 2003, will be answered. Answers will be posted on the First 5 California Website (www.ccfc.ca.gov) on March 14, 2003. Bidders are strongly encouraged to submit any and all questions related to this RFP.

No direct calls will be accepted after the release of this RFP in order to ensure fairness of application process. Questions can be forwarded to:

Mail First 5 California Public Education Program Administrator
RFP #11A Statewide
c/o Rogers & Associates
1875 Century Park East, Suite 300
Los Angeles, CA 90067
E-mail: ccfccbogrants@rogersassoc.com
Fax: (310) 552-9052

Questions and answers will be posted on the First 5 California Web site by March 14, 2003 at 7 p.m.

The Web site address is: [http\\www.ccfc.ca.gov/rfp.htm](http://www.ccfc.ca.gov/rfp.htm)

If for any reason it becomes necessary to amend or modify this RFP based on applicant's questions, the First 5 California Public Education Team will issue an addendum via fax and or U.S. mail. To receive updates and answers to questions, please register via fax at (310) 552-9052.

XII. SUBMITTAL OF PROPOSALS

Please submit original plus SIX copies of your proposal and SIX copies of attachments.

Original proposal plus six copies and all required attachments must be received no later than 5 p.m. by:

March 28, 2003

No Fax or e-mail proposals will be accepted.

Mail, deliver or overnight proposals to:

First 5 California Public Education Program Administrator
RFP #11A Statewide
c/o Rogers & Associates
1875 Century Park East, Suite 300
Los Angeles, CA 90067
(310) 552-6922*

***For express mail and deliveries only. Calls regarding details of the RFP will not be taken.**

XIII. TIMELINE

<u>Activity</u>	<u>Date/Deadline*</u>
• RFPs available/posted on Web site	February 25, 2003
• Question submittal	February 25 – March 10, 2003
• Questions and answers posted on First 5 California Web site	March 14, 2003
• Addendum to RFP, if any, available	March 14, 2003
• Deadline for receipt of proposals	March 28, 2003
• Grants awarded	May 2, 2003 (Date subject to change)

***In case of unforeseen circumstances, dates may be subject to change. Any changes in the timeline will be provided via fax no later than March 14, 2003.**

XIV. TRAINING SCHEDULE

Training is mandatory for all CBO grantees. The first training session will take place on May 12, 2003 from 9 a.m. – 5 p.m. in Los Angeles.

At:

First 5 LA

333 South Beaudry Avenue, Suite 2100, Los Angeles, CA 90017